

# PACIFIC JOURNEY *Our* HAWAII



*Reach the global traveler with Pacific Journey Our Hawaii magazine.*

Appealing to the smart, fashion forward, international, traveler, *Pacific Journey Our Hawaii* features luxury and local fashion, unique finds, global cuisine, memory making activities and entertainment, and detailed maps of Ala Moana Center and Royal Hawaiian Center.

*Pacific Journey Our Hawaii* prints four different versions, each in its own language:

*Japanese*  
*English*  
*Korean*  
*Chinese*

As one of the oldest and most trusted travel publications in Hawaii, no other magazine reaches the global traveler like *Pacific Journey Our Hawaii*.

## PUBLICATION / CLOSING DATES

ISSUE: **March/April/May 2020**

SPACE: Jan. 15, 2020 | CAMERA-READY: Jan. 22, 2020

TRANSLATION: Jan. 22, 2020

ISSUE: **June/July/August 2020**

SPACE: April 7, 2020 | CAMERA-READY: April 14, 2020

TRANSLATION: April 14, 2020

ISSUE: **September/October/November 2020**

SPACE: July 7, 2020 | CAMERA-READY: July 14, 2020

TRANSLATION: July 14, 2020

ISSUE: **December/January/February 2020-2021**

SPACE: Oct. 5, 2020 | CAMERA-READY: Oct. 12, 2020

TRANSLATION: Oct. 12, 2020

*Tentative and subject to change.*

**PRINTED IN ENGLISH, JAPANESE  
KOREAN, MANDARIN**

**DESIGNATED:  
ALA MOANA CENTER  
ROYAL HAWAIIAN CENTER**

**CIRCULATION: 92,200**

**DISTRIBUTION:**

**ENGLISH** 60% Hotels & Condominiums - 20% Airport - 20% Street Stands

**JAPANESE** 55% ABC Stores - 30% Airport - 10% Street Stands  
- 5% Hotels & Condominiums

**KOREAN** 43% Street Stands - 32% Hotels & Condominiums - 25% Airport

**CHINESE** 43% Street Stands - 32% Hotels & Condominiums - 25% Airport

**To advertise: Linda Woo**  
lwoo@staradvertiser.com | 808-529-4355

# PACIFIC JOURNEY On HAWAII



## AD RATES

Include placement in all four magazines

	1x	2x	3x	4x
<b>Spread</b>	\$12,625	\$12,260	\$11,540	\$11,385
<b>Full Page</b>	\$6,765	\$6,455	\$6,130	\$5,925
<b>1/2 Page</b>	\$3,940	\$3,765	\$3,590	\$3,415
<b>1/3 Page</b>	\$3,155	\$2,540	\$2,455	\$2,365

All rates are billed per quarterly issue and are net plus tax.

## PREMIUM POSITIONS

<b>Cover 2/1</b>	\$14,625	\$13,920	\$13,135	\$12,785
<b>Cover 4</b>	\$8,755	\$8,320	\$7,880	\$7,705
<b>Cover 3</b>	\$7,880	\$7,445	\$7,005	\$6,830
<b>TOC</b>	\$7,705	\$7,355	\$6,920	\$6,765

## ADVERTORIAL

<b>Full</b>	\$7,750	\$7,750	\$7,005	\$6,830
<b>1/2 Page</b>	\$4,990	\$4,905	\$4,510	\$4,380

All rates are net and do not include the 4.712% Hawai'i State tax. Positions other than premium positions listed above are not guaranteed. Ask your Account Executive for quotes.

## ADDITIONAL CHARGES

Contact your Account Executive for additional design/production rates if these services are required.

## ELECTRONIC DELIVERY

**OPI Uploader:** Go to <http://files2.us> and complete form to upload files

Username: guest Password: fileupload

Email: Contact your Account Executive to use this method.

## PRODUCTION SPECS

**TRIM SIZE:** 5.25" X 8"

**SAFETY:** All live matter must be at least 0.25" from trim on all sides.

**BINDING:** Perfect bound, 8" side

*Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly.*

**Trim Size:** 5.25"w x 8"h

Full Page with bleed: 5.5"w x 8.25"h  
Build to trim size (5.25"w x 8"h)  
and extend the bleed .125" beyond trim on all sides.

**Full Page no bleed:** 4.75"w x 7.5"h

**2-Page Spread trim size:** 10.5"w x 8"h

**2-Page Spread with bleed:** 10.75"w x 8.25"h

Build to trim size (10.5"w x 8"h)  
and extend the bleed .125" beyond trim on all sides.

**1/2 Page V:** 2.25"w x 7.5"h

**1/2 Page H:** 4.75"w x 3.75"h

**1/3 Page H:** 4.75"w x 2.5"h

## DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

- All fonts embedded.
- CMYK or Grayscale color space. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS or Pantone colors must be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total.

*Failure to submit a SWOP or laser proof may jeopardize the final content within your ad. We will not be responsible for improperly prepared files. It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the camera-ready deadline.*

**ONLY CAMERA-READY ADS ARE ACCEPTED.**